



EXPANSION FOR VIRGIN MEDIA



Virgin Media is considering new methods in the expansion of its network in Swadlincote.

The cable net has connected 1,600 additional premises to its network using a combination of methods. In addition to the more commonly used narrow trenching techniques, Virgin also installed new cables in existing underground ducts and used Openreach's overhead telegraph poles to connect the area.

The scheme went from planning to delivery in just 4 months –

far quicker than is normal for a project of this size – and was delivered with disruption and digging minimised for local residents.



HUGH WOOLFORD

“This latest engineering feat in Swadlincote demonstrates how Virgin Media is finding new ways to bring our ultrafast services to even more homes across the UK with minimal disruption,” said Hugh Woolford, Regional Director for Yorkshire and the East Midlands, Virgin Media.

The company will also continue to expand in the area, with the next phase of work set to begin in April 2021, and Swadlincote residents will soon benefit from Virgin Media's gigabit broadband rollout which it is bringing to its entire network of 15 million homes by the end of 2021.

DUTCH VIEWERS SWITCH TO SVOD

Dutch viewers are switching

to SVOD platforms as 47% were taking an SVOD service by the end of 2020 and 22% were subscribing to two or more such services. The total market for paid TV and video services in the Netherlands grew by 8 per cent to a almost €2.5 billion in 2020, in part due to the Cornoavirus pandemic.



SVOD services grew by 39% in 2020 and generated combined revenues of more than half a billion euros. Netflix, RTL's Videoland and Disney+ are the most popular paid SVOD services with the highest number of subscribers, followed by NPO Plus and Amazon Prime Video. More and more households are also taking out subscriptions to multiple streaming services. The most popular combinations were Netflix with Videoland (16% of SVOD subscribers) and Netflix with Disney+ (7%). ■

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